



NextGen TDM

Proposed Code Changes & Executive Regulations

Supporting Transportation Demand Management
And Multi-Modal Options



For New Developments,
Employers and Multi-Unit Residential Projects



NextGen TDM – Goals of the Effort

➤ Streamline Process

- Reduce need for negotiation during development process
- Shorten time for approval of TDM programs

➤ Provide Flexibility

- Provide more choices of TDM strategies, tailored to type of project, geography, availability of transportation options
- Provide ability to make adjustments, change strategies over time

➤ Ensure Fairness

- Clarify requirements, including costs to the project
- Improve consistency and predictability

➤ Increase Effectiveness

- Extend TDM/multi-modal approaches to broader segment of the County
- Improve monitoring, reporting & enforcement
- Provide incentives/disincentives to promote goal achievement
- Enhance ability to achieve County's transportation goals

NextGen TDM – Overview

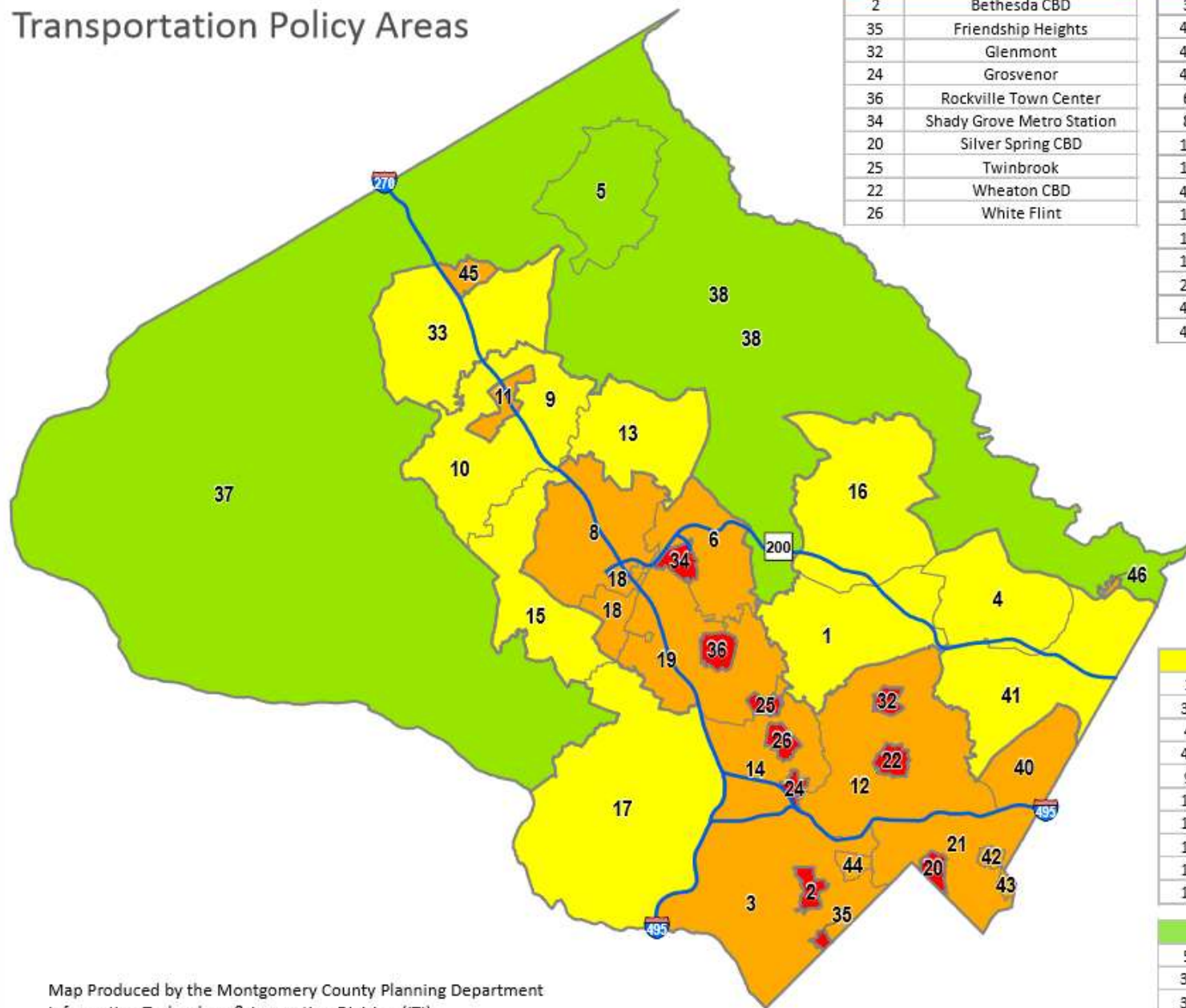
➤ Two Components

- Revisions to Chapter 42A, Article II of County Code:
“Transportation Demand Management”
- Accompanying Executive Regulation (Method 2)

➤ Approach

- Maintain/enhance shared responsibility for implementing TDM
 - County, developers, employers, property owners, residents, public
- Leave current Transportation Management Districts (TMDs) as they are
- Establish a Countywide TDM program - & allow for Countywide TMD(s)
- Revise Code to improve processes & include flexibility for future changes
- Adopt Executive Regulation to clarify implementation
 - Enable TDM strategies to be added, revised
 - Enable other implementation adjustments over time without legislation

Montgomery County Transportation Policy Areas



Red (MSPAs)	
2	Bethesda CBD
35	Friendship Heights
32	Glenmont
24	Grosvenor
36	Rockville Town Center
34	Shady Grove Metro Station
20	Silver Spring CBD
25	Twinbrook
22	Wheaton CBD
26	White Flint

Orange	
3	Bethesda/Chevy Chase
46	Burtonsville
44	Chevy Chase Lake Master Plan
45	Clarksburg Town Center
6	Derwood
8	Gaithersburg City
11	Germantown Town Center
12	Kensington/Wheaton
42	Long Branch Sector Plan
14	North Bethesda
18	R&D Village
19	Rockville City
21	Silver Spring/Takoma Park
43	Takoma/Langley
40	White Oak

Yellow	
1	Aspen Hill
33	Clarksburg
4	Cloverly
41	Fairland/Colesville
9	Germantown East
10	Germantown West
13	Montgomery Village/Airpark
15	North Potomac
16	Olney
17	Potomac

Green	
5	Damascus
38	Rural East
37	Rural West

Map Produced by the Montgomery County Planning Department
Information Technology & Innovation Division (ITI)
November 9, 2016

NON-AUTO DRIVER MODE SHARE (NADMS) GOALS

	Transportation Policy Area	NADMS Employees	NADMS Residential
2	Bethesda TMD	55% blended for residents and workers	
44	Chevy Chase Lake Sector Plan Area	36 %	49%
35	Friendship Heights TMD	39%	
	Great Seneca Science Corridor Master Plan	18% before Stage 2 23% before Stage 3 28% before Stage 4	
18	Greater Shady Grove TMD	12.5% transit	35% transit in Shady Grove Metro Station Policy Area
34			25% transit elsewhere
24	Grosvenor Strathmore Metro Area	Blended goal 50%	
42	Long Branch Sector Plan	36%	49%
	Lyttonsville Sector Plan		50%
14	North Bethesda TMD	39%	30%
14	Rock Spring Master Plan	23%	41%
20	Silver Spring TMD	46% existing 50% new	
26	White Flint	34% for Phase 1 for Plan area 42% for Phase 2 for Plan area 50% employees for Phase 3	51% for residents for Phase 3
26	White Flint 2	34% Phase 1 27% Phase 1 east of tracks 42% Phase 2 35% Phase 2 east of tracks 50% Phase 3 42% Phase 3 east of tracks	34% Phase 2 27% Phase 1 east of tracks 42% Phase 2 35% Phase 2 east of tracks 51% Phase 3 42% phase 3 east of tracks
40	White Oak	25% all new development in the White Oak Center and Hillandale Center 30% Life Science/FDA Village Center	
	Areas Without Specific Goals	5% above existing NADMS	5% above existing NADM

Changes to Chapter 42A, Article II – Transportation Demand Management

- Modified to incorporate Subdivision Staging Transportation Policy Areas/Color Categories
- New developments required to have TDM program with varying minimum sizes:

Red – 25K GSF

Orange – 50K GSF

Yellow – 75K GSF
- Three levels of TDM programs: Basic, Action, Results

Subdivision Staging Policy Area	No Requirements	TDM Basic Program (No TMAg)	TDM Action Program (“Action-Based TMAg”)	TDM Results Program (“Results-Based TMAg”)
Red Areas	<25K GSF	25K – 100K GSF	Not Applicable	>100+K GSF
Orange Areas	<50K GSF	50K – 100K GSF	>100-200K GSF	>200+K GSF
Yellow Areas	<75K GSF	75K – 100K GSF	>100K GSF	Not required – May be used upon request

TDM Program Levels

- Basic Program – Bare minimum
 - Appoint contact person, coordinate/cooperate with County program efforts
 - Facilitate outreach to on-site population
 - Provide Real Time and other TDM-related information
 - Otherwise relies on County programs
- Action Program – Mid-range commitment: Must contribute to achieving TMD goal
 - Commitment to implement specific strategies (some required, some applicant-selected)
 - Minimum funding commitment as necessary to achieve progress toward goal
 - Self-monitoring, reporting
 - Addition/substitution of program elements if progress is not being made
 - One-step of modest penalties for non-performance
 - Rewards for ongoing performance
- Results Program – Highest level commitment: Must achieve TMD/Project goal
 - All the above plus:
 - Independent monitoring
 - More substantial penalties if result (goal) not obtained after multiple monitoring periods
 - Rewards for ongoing goal achievement

	A	B	D	E	F	G	H	I	J
2		Sample Menu of TDM Strategies*							
3	SIZE OF BUILDING/PROJECT:	25K - 100K GSF	100K + GSF	50K - 100K GSF	100K - 200K GSF	200 + GSF	75K - 100K GSF	100K + GSF	100K + GSF
4	COLOR CATEGORY OF SUBDIVISION STAGING POLICY AREA:	RED			ORANGE			YELLOW	
5	TYPE OF TDM PROGRAM:	BASIC	RESULTS	BASIC	ACTION	RESULTS	BASIC	ACTION	RESULTS
6									[Optional]
7	TDM STRATEGIES								
8	<u>A. Cooperation/Marketing & Education</u>	X	X	X	X	X	X	X	X
9	Participate in County-wide and Regional Events	X	X	X	X	X	X	X	X
10	Transportation Coordinator / Training + Responsibilities	X	X	X	X	X	X	X	X
11	Notification of Changes in Contacts	X	X	X	X	X	X	X	X
12	On-Site Space for TDM Outreach & Promotion	X	X	X	X	X	X	X	X
13	Displays of Real Time & Other TDM Information	X	X	X	X	X	X	X	X
14									
15	<u>B. Parking</u>								
16	Provide Less than Max # of Spaces [use percentages?]	X	X	H	H	H	H	H	O
17	Unbundle Parking From Lease Arrangements	X	X	H	H	H	H	H	O
18	Unassigned/Unreserved Spaces (Except car/vanpool, carshare, EV)	H	H	H	H	H	H	H	O
19	Market-Rate Parking Charges for Employees/Residents	H	H	O	H	H	O	O	O
20	Carpool/Vanpool Parking - Preferentially Located Spaces	X	X	X	X	X	X	X	X
21	Parking Cash-Out (Employer-owned projects)	O	O	O	O	O	O	O	O
22									
23	<u>C. Onsite Bicycle & Pedestrian Support</u>								
24	Bikeshare Participation (memberships, bikeshare stations, etc.)	H	H	O	O	H	O a	O a	O
25	Secure Bicycle Parking (> required under Zoning Ordinance)	O	X	O	X	X	O	O	O
26	Bicycle Repair Station(s)	O	O	O	O	O	O	O	O
27	Shower Availability/Lockers/Changing Rooms	O	X	O	O	X	O	O	O
28	Onsite Pedestrian Amenities (i.e., benches, sidewalks, etc.) > Requ'd	O	H	O	H	H	O	O	O
29									
30	<u>D. Amenities Supporting Commuting Alternatives</u>								
31	On-Site Amenities (refreshments, dry cleaning, convenience retail, etc.)	O	O	O	O	O	O	O	O
32	On-Site or Nearby Child Care	O	O	O	O	O	O	O	O
33									
34	<u>E. Transit Support</u>								
35	Subsidized Transit Passes (e.g., SmartBenefits, etc.)	H	H	H	H	H	H	H	O
36	Provide Transit Passenger Amenities (e.g., shelters, waiting areas)	H	H	O	H	H	O	O	O
37	Shuttle Bus Services (e.g., Circulators, Microtransit)	O	H	O	O	H	O	O	O
38	Vanpool Services	H	H	O	H	H	O	H	O
39	Availability of Mid-Day Short-term Car Services	O	H	O	H	H	O	O	O
40	(i.e., Zipcar memberships, Taxi, Uber/Lyft services) for Alt Commuters								
41									
42	<u>F. Employee & Resident Incentives (Recommended Owner/Manager Funding Allocations)</u>								
43	>\$50 - \$100 per employee/resident per year	O	O	O	O	O	H	H	O
44	>\$100 - \$200 per employee/resident per year	O	O	H	H	H	O	O	O
45	>\$200 per employee/resident per year	H	H	O	O/H b	H	O	O	O
46									
47	NOTES: X = Required; O = Optional; H = Highly Effective-Recommended for Highly Effective Program								
48									
49	Red Policy Areas: TDM Action Program = Not Available								
50	Yellow Policy Areas: TMD Results Program = Optional								
51	a - Bikeshare in areas without existing program could provide own program or dockless bikeshare program support								
52	b - If don't meet goals after 6 years, increase to \$200/employee/year								
53	* Note: Determination of which strategies are required or optional in each area to be discussed/further analyzed for evaluation of impacts.								
54	Additional/new strategies may be added by project owners, developers, employers, residential managers, MCDOT or others.								
55	Evaluation of impacts will be important to assess, but new approaches are welcome.								

Employer Traffic Mitigation Plans

Current Code Requirements:

Employers located in TMDs who have 25 or more employees are required to file a

Traffic Mitigation Plan (TMP)

Current Code provision shown below, with proposed edits as strike-throughs & italics for additions.

“The traffic mitigation plan should be consistent with and contribute to the achievement of any commuting goals set in the ~~Growth~~ *Subdivision Staging* Policy. A traffic mitigation plan may include an alternative work hours program, carpool or vanpool incentives, subsidized transit passes, preferential parking, peak period or single-occupancy vehicle parking charges, improved *transit*, bicycle and pedestrian access and safety, telework, and other transportation demand management measures.”

Employers of 25+ in these areas are also required by Code to:

- ✓ File a report on the TDM measures they are implementing
- ✓ Participate in the Annual Commuter Survey

MCDOT provides online templates for the TMP and the Annual Report

The Plan can be completed and filed online – see template shown on next slides

Proposed Change to Code:

Employer Traffic Mitigation Plans would be required Countywide in these Policy Areas

for employers of the following sizes in those areas:

Red – 100 employees

Orange – 200 employees

Yellow – 300 employee

Next Steps/Critical Path

- MCDOT continues to receive public input
 - Materials posted on website
 - Presentations to TMD Advisory Committees
 - Meetings/presentations with other stakeholders
 - Public Open House – Monday evening 7/16

- Bill to be submitted to County Council for introduction
 - Draft proposed Executive Regulation will accompany Bill but not for official action
 - Public hearing to be held in fall
 - MCDOT may submit recommended revisions after public hearing
 - Council Committees and full Council process conducted
 - Changes/Amendments to Bill
 - Bill adopted late fall

- Executive Regulation to be finalized & adopted after Bill
 - Advertised in County Register for 30 days
 - Council approves Exec Reg (Method 2) after Bill approval

Additional Detail on Proposed Changes to Code & Exec Regs

**Required TDM Program Components
For New Development Projects**

&

Employer Traffic Mitigation Plans

Sample TMPs

Required TDM Program Components For New Development Projects

Subdivision Staging Policy Area (Color)	No Requirements	TDM Basic Program (No TMAg)	TDM Action Program ("Action-Based TMAg")	TDM Results Program ("Results-Based TMAg")
Red Areas	<25K GSF	25K – 100K GSF	Not Applicable	>100+K GSF
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Yellow Areas	<75K GSF	75K – 100K GSF	>100K GSF	Not required – May be used upon Applicant request
Required TDM Program Components				
Appoint contact person		X	X	X
Facilitate outreach/information to on-site population		X	X	X
Provide Real Time and other TDM-related information		X	X	X
Coordinate/Cooperate with County program efforts		X	X	X

Required TDM Program Components For New Development Projects(Continued)

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Yellow Areas	<75K GSF	75K – 100K GSF	>100K GSF	Not required – May be used upon Applicant request
Required TDM Program Components				
Commitment to TDM Strategies Selected by Applicant (<i>See Menu of Strategies</i>)			X	X
Minimum Financial Commitment			50% of Annual TDM Fee	100% of Annual TDM Fee
Self-Monitoring – Every 2 years			X	X
Independent Monitoring – Beginning in 6 th year				X

Required TDM Program Components For New Development Projects (Continued)

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Yellow Areas	<75K GSF	75K – 100K GSF	>100K GSF	Not required – May be used upon Applicant request
Required TDM Program Components				
Biennial Report			X	X
Addition/Substitution of TDM Strategies (Beginning 4 th year if needed)			X	X
Penalties – Beginning 6 th year if no progress/goal achievement			One Multiple of Annual TDM Fees - To augment Project's program, or provided to County program	6 th year = 2X Annual TDM Fees 8 th year = 4X Annual TDM Fees To augment Project's program
Rewards – For 10 years of ongoing progress/goal achievement			50% of Annual TDM Fee for <u>Contributing toward</u> TMD Goal Achievement	50% of Annual TDM Fee for TMD <u>Goal Achievement</u>



SAMPLE EMPLOYER TRAFFIC MITIGATION PLAN (TMP)

Employer Name: Company ABC, Inc.

Address: 0000 Main Street, Rockville, MD 20850

Full time employees: 80 **Part Time Employees:** 10

Strategies # 1 – 8 are required.

No.	TRAFFIC MITIGATION STRATEGY	EMPLOYER DESCRIPTION
1	Contact person designated to receive and distribute information	Mary Jenkins, Executive Assistant 301-444-4444 maryjenkins@abc.com We will notify the TMD in writing of any changes in this information.
2	Information on transit/pooling/other commute alternatives distributed/posted regularly (furnished by TMD)	Information on transit/ carpooling/other commute alternatives is posted regularly in the employee break area.
3	Facilitate TMD staff presentations to employees and HR/Administrative staff on commuter information/alternatives on periodic basis.	We hold office meetings periodically and will invite TMD staff to present information at the meetings. We will inform employees when TMD staff holds a "Commuter Information Event" in our building.
4	Guaranteed Ride Home Promotion (free regional program offering emergency rides)	We will promote the Guaranteed Ride Home program to our employees. We will provide brochures.
5	Annual Commuter Survey distributed to employees (short survey of transportation-supplied by TMD). Please describe your approach to gaining 80% participation for your employees.	We will distribute the survey to employees and offer small incentives to complete.
6	ADA information provided (transportation services for people with disabilities)	We will provide disabled employees with information on the regional Metro Access program.
7	Permanent display area for TMD-provided bus schedules and other worksite and other transportation information	We plan to display a transit map and brochure in our employee break area.
8	Compile information on yearly TMP activities and submit Annual Report	We will keep on our TMP activities and submit an Annual Report.

Additional TDM Strategies – To Be Selected by Employers

9	Attendance at free CSS-sponsored meetings/workshops permitted for designated contact person	We will allow Tracy Smith to attendance free CSS-sponsored meetings or workshops permitted as her schedule permits.	17	Carpool matching for employees (as part of free region-wide matching program, or can be onsite only)	We do not offer carpool matching for our employees, but encourage them to contact our TMD representative for information.
10	Information on commuting alternatives provided to new employees (TMD can provide materials and/or attend orientations)	We will put brochures and other information provided by TMD in new employee orientation packages.	18	Alternative work schedules. Indicate which one(s) you offer: Flex time, Jobsharing, Compressed Work seek or Telecommute/Teleworking	We do not offer alternative work schedules at this time.
11	Free or reduced rate parking for car/vanpools offered to employees	Carpoolers can park for free.	19	Monthly transit subsidies provided to employees. Indicate the amount of pre-tax and amount of direct benefits you provide. Indicate if the pre-tax or direct benefit is more or less than you provided last year, and if so how much (as a percent or dollar amount).	We participate in the SmartBenefits program with WMATA.
12	Preferred location and/or reserved parking for car/vanpools offered to employees	The 2 spaces reserved for carpools are in preferred locations.	20	Maryland State Commuter Tax Credit for employers For more information visit the website http://www.commuterchoicemaryland.com/taxcredit.htm	We take advantage of the commuter tax credit.
13	Provision of car sharing space in highly visible location within on-site parking facility.	We will look into providing this in the future.	21	Pre-tax payroll deduction for transit costs offered to employees (saves employer and employee money)	We plan to offer pre-tax payroll deductions for transit costs in the future.
14	Provision of car sharing incentives, including paying part or all of membership costs, rental costs, or similar incentives	We only promote car sharing at this time but plan to subsidize membership costs in the future.	22	Transit passes offered for purchase at worksite (at full or reduced price)	We sell SmarTrip cards to employees who need them.
15	Bike amenities at worksite, such as racks, lockers and showers (TMD may be able to supply)	Our building has bike racks for employees to use.	23	Subsidize employee parking and transit equally (if employee parking is currently subsidized, offer equal subsidy for transit costs)	We plan to do this in the future.
16	Transit/pedestrian amenities at worksite, e.g., sidewalks, benches, etc.	There is a Metrobus stop a block from our office. A sidewalk leads from the bus stop to our door. We make sure the sidewalk is clear of snow or debris.	24	Ozone Action Days participation (regional program to alert people to dangerous air quality days) Visit Clean Air Partners website to sign up for air alerts. http://www.cleanairpartners.net	We include information about Ozone Action Days to summer editions of our e-newsletter.

Acronyms

LATR = Local Area Transportation Review

NADMS = Non-Auto Driver Mode Share

TDM = Transportation Demand Management

TMD = Transportation Management District

TMP = Traffic Mitigation Plans – Employers

TMAg = Traffic Mitigation Agreements - Developers